



WVEC
613 Woodis Ave.
Norfolk, VA 23510

American Media Advocacy
815 Slaters Ln
Alexandria, VA 22314-1219

Contract # 860/11
Schedule Dates 10/09/12-10/14/12
Advertiser National Rifle Association (39533)
Agency American Media Advocacy (9204)
Product Political - US President (1174)
Brand Democrat (Anti) (177520)
Salesperson Blair, Cheryl (2205)
Sales Office TeleRep - Philadelphia
Buyer Name MEDIAASSISTANT,AMAG
Phone/Fax (800) 672-3888 /
CPE 137/490/3316
Account Types National/Political PAC - Agency
Billing Type Weekly/Irregular
Comments NRA 10/8
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 10/08/12
Last Modified 10/08/12
Entered By Penne Marsh
CO-OP No
Headline # 06365661
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$506.25
Net Total \$2,868.75
Sales Tax

NORFOLK (WVEC) (WVEC)		
By Broadcast Month	Spots	Rate
Oct. 2012	11	\$3,375.00
Grand Total:	11	\$3,375.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	12:05A- 1:05A (ET)								2	2	\$300.00	\$600.00	Norfolk (WVEC) (WVEC)	J KIMMEL-ABC	10/8/12
2.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	9A- 9:30A (ET)								1	1	\$375.00	\$375.00	Norfolk (WVEC) (WVEC)	WALL ST JRNAL	10/8/12
3.0	Normal Line / SPOT	10/11/12-10/11/12	4	:30	12:05A- 1:05A (ET)					3				3	\$300.00	\$900.00	Norfolk (WVEC) (WVEC)	J KIMMEL-ABC	10/8/12
4.0	Normal Line / SPOT	10/09/12-10/09/12	4	:30	12:05A- 1:05A (ET)			3						3	\$300.00	\$900.00	Norfolk (WVEC) (WVEC)	J KIMMEL-ABC	10/8/12
5.0	Normal Line / SPOT	10/10/12-10/10/12	4	:30	12:05A- 1:05A (ET)					2				2	\$300.00	\$600.00	Norfolk (WVEC) (WVEC)	J KIMMEL-ABC	10/8/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WVEC Norfolk	Date: 10/8
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I, Jonathan Ferrell
do hereby request station time concerning the following issue:

National Rifle Association

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	As	Ordered			

Total Charges: \$ 2,868.75 Net

This broadcast time will be used by: National Rifle Association

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
 ☐ No

860711

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

NRAPolitical Victory Fund

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

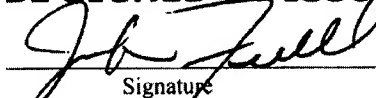
☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

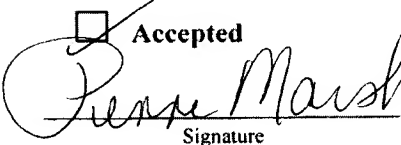
THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

_____		703-683-4877
Date	Signature	Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

<input checked="" type="checkbox"/> Accepted	<input type="checkbox"/> Accepted in Part	<input type="checkbox"/> Rejected
	Penne Marsh	NSC
Signature	Printed Name	Title